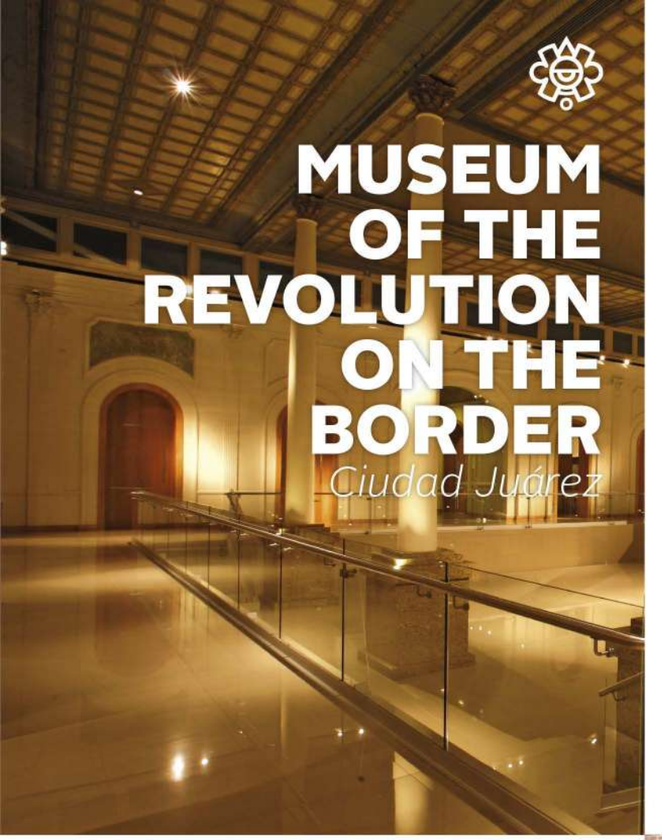


MUSEUM OF THE REVOLUTION ON THE BORDER

Ciudad Juárez

/ HISTORICAL OVERVIEW

The building of the former Border Customs House, an icon and source of architectural pride in Ciudad Juárez, was designed by architect George E. King in 1887. Its beauty and history are the main attractions of this museum, which was an actual figure and silent witness in the Mexican Revolution.

Its origin dates back to 1885, when the Mexican government decided to construct a new Border Customs House, given the boom in trade between Mexico and the United States with the Mexican Central Railroad. Official reports on the construction are from 1887, when the contract was formalized between the Treasury Minister, Manuel Dublán, and engineers Leopoldo Blanco and José L. Collazo.

On September 10, 1889, the new Customs House and federal offices were inaugurated in Ciudad Juárez. Distinguished guests included the state governor, Lauro Enrique C. Creel and Colonel J. Ahumada, who presided over the event.

On October 16, 1909, on the occasion of the meeting of presidents Porfirio Díaz of Mexico and William H. Taft of the United States, the building was modified to adapt it to host this meeting. The central patio was roofed to build a spacious 22-meter (72-ft.) long room, where a gala banquet was to be held for the two heads of state and other guests.

In 1967, when the Customs House was moved to the Córdova International Bridge of the Americas, the building was abandoned for more than twenty years. Then in 1985, on the initiative of the Chihuahua state government and the National Institute of Anthropology and History, work began on the building to create the Ciudad Juárez Historical Museum.

In 2009, for the Mexican Revolution centennial commemorations, the National Institute of Anthropology and History, with the Chihuahua State Government, the Municipal Government of Juárez, and civil society, through the Patronato Amigos del MUREF trust worked together to remodel the building for the new Museum of the Revolution on the Border (MUREF).



/ This historic spot displays the events that made Ciudad Juárez a key location in the Mexican Revolution.

/ COLLECTIONS

The Museum of the Revolution on the Border recounts the historic events that took place in Ciudad Juárez in the first two decades of the twentieth century, from the start of the revolutionary movement to overthrow Porfirio Díaz.

The display is organized into the Madero-led Revolution, Francisco Villa, photographers who documented the Revolution in Ciudad Juárez, and the building itself.

Using photography as eyewitnesses to the events, the MUREF shows us why the people of Ciudad Juárez are true heirs and representatives of a prestigious past.

/ HOW TO GET THERE

The building of the Museum of the Revolution on the Border is between Av. 16 de Septiembre and Av. Juárez in the Historic Center of Ciudad Juárez.

By car

Option 1: Crossing the underpass on Av. 16 de Septiembre, turn left at the first traffic signal (Calle Melchor Ocampo) and again to the left at Av. Vicente Guerrero. Passing Av. Juárez there is a municipal pay parking lot on the left side of the street.

Option 2: On Av. Juan Pablo II, passing the Municipal President's Building at the traffic signal of Calle Oro on the left, continue to Av. Vicente Guerrero, turn left. Passing Av. Juárez there is a municipal pay parking lot on the left side of the street.

By foot

On Av. 16 de Septiembre (Pedestrian walkway).
On Av. Vicente Guerrero (Municipal parking lot).

/$ ADMISSION

According to the Federal Fees Act, admission is free for students, teachers, and seniors with a valid ID; children under 13 and people with a disability.
Sundays: Free admission for Mexican citizens and foreign residents.

/ PHOTOGRAPHY

For the use of any device to make videos, visitors must pay the amount set by the Secretary of Finance. Non-professional photography, without the use of tripods, is free of charge, and must be done without a flash.

/ HOURS

Tuesday to Sunday from 9:00 am to 5:00 pm

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/ MAIN ATTRACTION

Car from 1908

This vehicle is an E.R. Thomas Motor Co., Thomas Flyer convertible from 1908. It has a six-cylinder engine, with hood and original leather seats for five passengers and a seat on the running board, wheels with spokes, and a wood compartment in the back to store tools.

This automobile is believed to be the vehicle used by president Francisco I. Madero during his stay in Ciudad Juárez. Note the similarities with the car in the photo at the museum entrance. According to information from the National Institute of Anthropology and History (INAH), this car belonged to Francisco I. Madero and was donated to the INAH by his widow Sara Pérez de Madero.

Where to see it?

The car is on display in the vestibule of the Museum.





/ TOUCHSTONES

1909	Mexican and U.S. presidents Porfirio Díaz and William Taft meet.
1911	Francisco I. Madero as provisional president of the Republic.
1913	Federal Headquarters of Francisco Villa.



/ROOMS

Gallery 1: Mexican Nationalism on the Border

This space is devoted to show why Ciudad Juárez became one of the most prominent cities during the Mexican Revolution. Its border location and the construction of the Central Mexican Railroad in the late nineteenth century, which was the principal means of trade with the United States, prompted a rise in the Mexican population on both sides of the border.

The economic crisis, discrimination against Mexicans in the United States, and the urgent need for political and social change in Mexico turned this city into a fertile breeding ground for the rise of liberal and Madero-supporter groups that influenced broad sectors of the population with their ideas.

In the midst of this crisis, the Mexicans who settled in El Paso, taking their language, culture, and traditions with them, set in motion a process of identity construction as a strategy for cultural survival. This phenomenon is known as Mexican nationalism on the border.

Throughout this gallery, you will find different objects and photos that attest to life at this time and the motivations that led thousands of Mexicans to attempt to cross the border.

Gallery 2: The Organizing Junta of the Mexican Liberal Party

At the end of the nineteenth century there was growing discontent among broad sectors of society over the impoverished conditions in which most Mexicans lived, enormous social inequality, and the dictatorship of the Porfirio Díaz government. This discontent led individuals with liberal ideals and thoughts from different parts of the country to celebrate a meeting attended by more than 100 organizations with the purpose of demanding social and political change in Mexico.

This room exhibits the leaders of this ideological movement, their methods in their struggle, and the influence they had on armed movements in 1910.

Gallery 3: Madero's Triumph

Two years before the revolution broke out, Francisco I. Madero wrote the book *The Presidential Succession* to demand effective suffrage and no re-election. Its massive popularity set in motion the eventual fall of Porfirio Díaz's regime.

After establishing the anti-re-election center, Madero set out on political tours and conventions in various parts of Mexico and his rising popularity made him seem unstoppable. Thus, Díaz's government looked for a pretext to arrest him. Accused of slandering the figure of the President of Mexico, he was arrested in Monterrey and moved to the prison of San Luis Potosí, where he had supposedly committed the crime.

This room displays Porfirio Díaz's attempts to stop the inevitable fall of his regime, as well as the major events that led to Francisco I. Madero's triumph.

Gallery 4: The Radicalization of the Struggle

In a small room, movements led by former Madero-camp leaders are mentioned. After the Treaties of Ciudad Juárez were signed, enormous discontent arose among many of the revolutionaries.

When Madero took office as President of Mexico, Emiliano Zapata in Morelos and Pascual Orozco in Chihuahua rebelled against his government, because they believed he had betrayed the principles of the revolution and they suspected the promise of economic and social change they had fought for would not be fulfilled. The leading military leaders radicalized the struggle, Orozco with the Plan of the Empacadora (Packing Plant), where the agreement was signed, and Zapata with the Plan of Ayala.

Gallery 5: Francisco Villa

At the end of 1910, Abraham González, the leader of the revolution in Chihuahua, contacted Villa to invite him to join his struggle. González's intention was to bring brave people familiar with weapons and geography into the movement.

Villa soon demonstrated his enormous skill in warfare. Born in Durango, his real name was José Doroteo Arango Arámbula, and he was better known as Pancho Villa. For his outstanding results early in the revolution Madero had granted him the status of colonel. He formed his own army, and clearly contributed to the triumph of the revolutionary movement.

In this room we find out more about this key figure, seen by some as a hero and by others as a villain. His name would be used as a symbol, banner, and inspiration for many social struggles within and outside of Mexico.

Gallery 6: The Revolution in Outlook

In this and the next two rooms, the focus is on elements that will help viewers interpret and reflect in a different way on what has been conveyed in the first five chronological galleries. These elements include photography, scenarios, and memory.

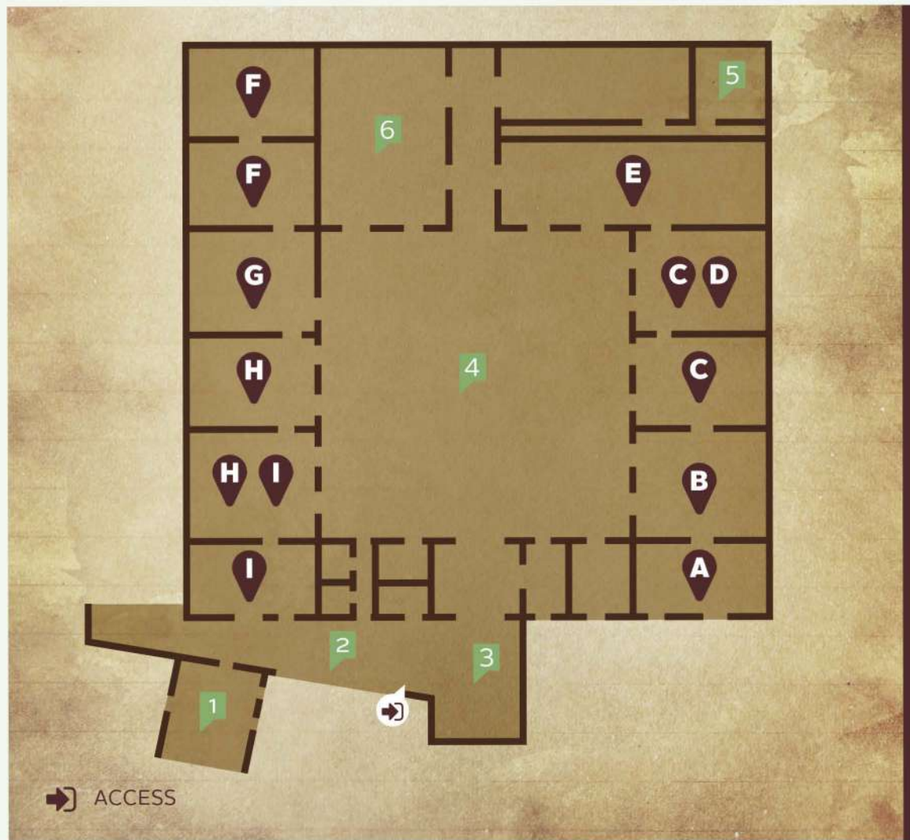
This gallery addresses photography, regarded in this museum as a historical document, the foremost photographers who documented the Revolution, and the importance of their legacy. In the Mexican Revolution, people were familiar with photography, largely thanks to technological advances at the time, which made it possible to make smaller, more accessible cameras. The thousands of photos of the revolution in Ciudad Juárez that still exist, the variety of aspects they documented, and their enormous dissemination constituted a photographic phenomenon unprecedented in Mexico's history and they undoubtedly meant a "revolution" in the way people saw and remembered a historical event.

In 1911, more than forty photographers flocked to this border city to record scenes of the armed conflict, headed by the celebrated photo-journalist Jimmy Hare and various El Paso photographers, such as Homer Scott and Otis Aultman, whose work is on display here to better understand the Mexican Revolution on the border. During the visit, we can also see examples of period photographic equipment that might much resemble what was used by these photographers.

Gallery 7: The Border as Scenario

The room has a model where we can locate the physical spaces where some of the main historical events of the Mexican Revolution in Ciudad Juárez mentioned throughout the visit took place.

Identifying these spaces can be a way of recovering the importance that Ciudad Juárez had in those historical years and to imagine how many places that we see today played a decisive role in history, not only for this city, but for Mexican history as a whole.



ESSENTIALS

- A Gallery 1
- B Gallery 2
- C Gallery 3
- D Gallery 4
- E Gallery 5
- F Gallery 6
- G Gallery 7
- H Gallery 8
- I Gallery 9

1 Offices
2 Vestibule
3 Reception area
4 Temporary Exhibitions Gallery
5 Workshop
6 Auditorium

Gallery 8: Imagery

The numerous photos and reports produced during the Mexican Revolution helped the Mexican people better understand their country and to construct an idea of the movement at that time. As readers found out about political and military events, the reports, especially illustrated versions, allowed people to discover new aspects of the country and its inhabitants.

The image or shared idea that was formed by the members of each community on what the Mexican Revolution meant was transmitted early on through newspapers, postcards, eye-witness and participant accounts of the armed conflict, by politicians involved in it, and of course by photography. With time, different ideas concerning the Revolution began to be incorporated in folk art, oral tradition, and official media, such as textbooks.

In this room we invite you to take a look at various examples, where you can construct your own idea of the Mexican Revolution and how it was experienced.

Gallery 9: The Border Customs House as Participant and Witness

The building housing the MUREF is, for its beauty and history, an icon and source of pride for Ciudad Juárez. The former Border Customs House, now the Museum of the Revolution on the Border, tells us of the importance of Ciudad Juárez in the Mexican Revolution through photography, documents, and memory.